



neuralya

Think Feel Decide

EVERY DAY PEOPLE CHOOSE TO BUY OR NOT TO BUY YOUR PRODUCTS



THE CHALLENGE

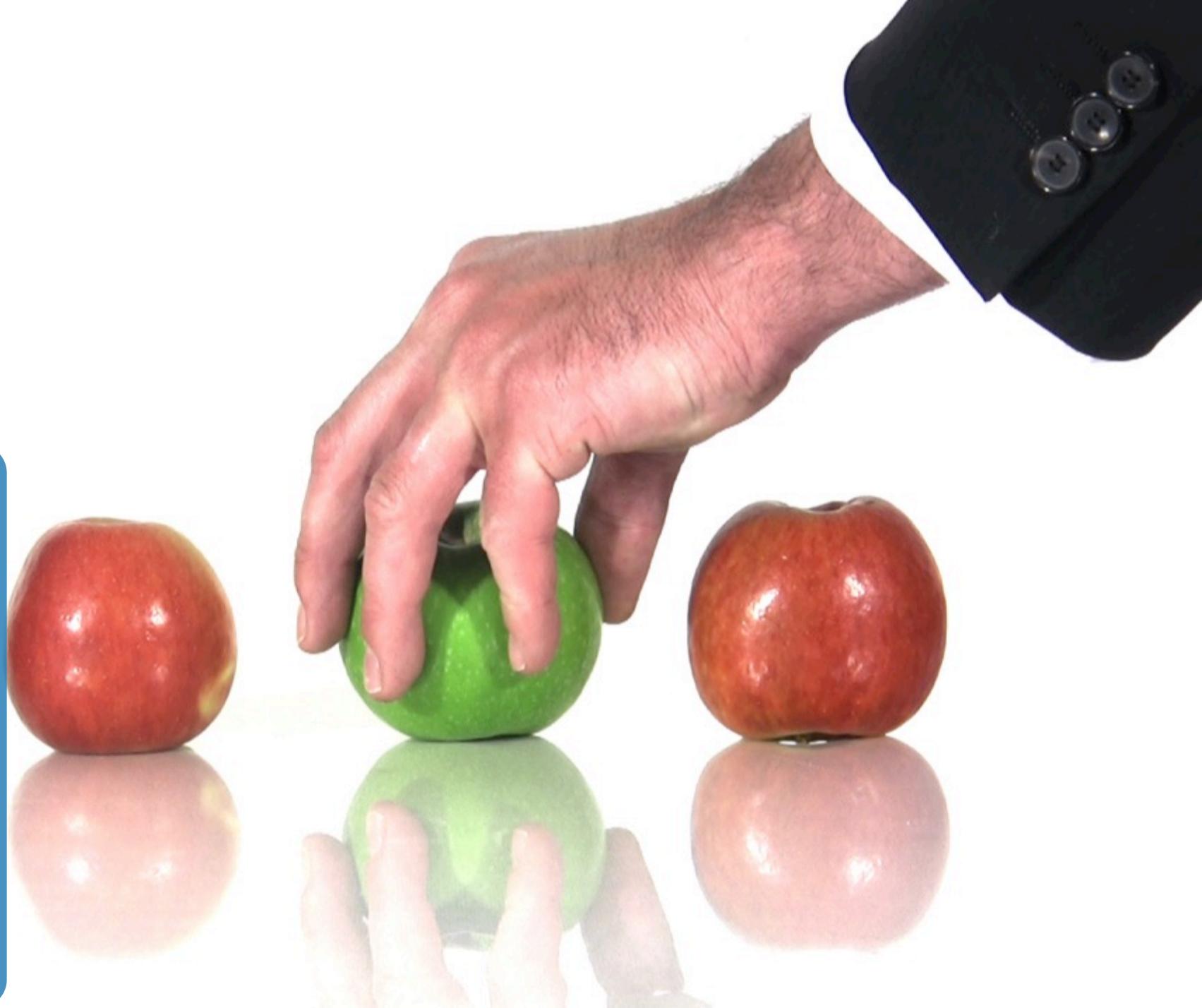
Consumers' attention has never been harder to earn.





THE CHALLENGE

COMMUNICATE
EFFECTIVELY
and
TURN VISITORS INTO
CUSTOMERS





**“Our brain accepts what the eyes see and our eye looks for whatever our brain wants”
Daniel Gilbert, *Stumbling on Happiness***



WHAT IS NEURALYA

Neuralya was created by a team of data scientists, brand strategists and technical innovators who build world class products to understand the minds of people.

By applying neuroscience principles, we use wearable technology that measures rational and emotional reactions to products and deliver a strategy that helps you understand your brand and grow your business.



WHAT IS NEURALYA

Neuralya extends the set of traditional neuromarketing metrics and gives a wider understanding of what the customer is thinking and feeling, by using wearable devices, to evaluate the rational, emotional and instinctual components

**With Neuralya,
science meets technology to
gain insights about human
behaviour.**

Neuralya provides highly accurate **Insight and KPI** based on industry leading devices. Emotion analytics has never been so simple and effective.

TECHNOLOGY



Neuralya is a simple platform that can be applied to a wide range of solutions such as user experience, advertising, content and media, packaging and product, shelf and in store testing



EEG is the observation of the brain waves whose different amplitudes correspond with different mental states.



EEG
Portable



Face reading is the analysis of micro-movements of the facial muscles which assist in detect emotions and their changes on-line.



EYE
TRACKER



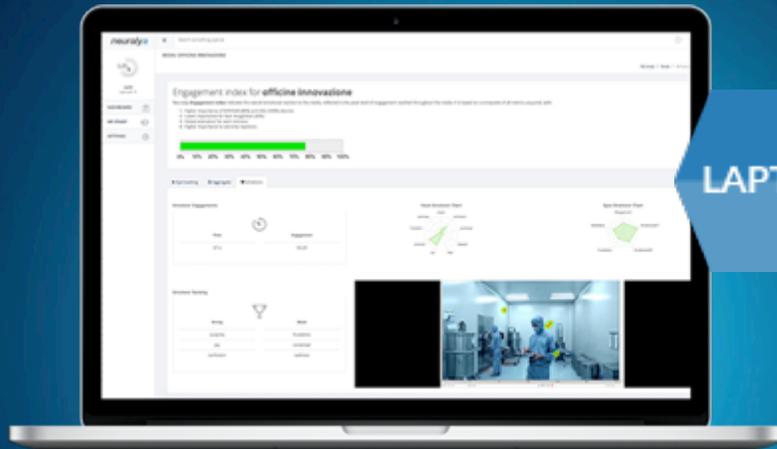
Eye Tracking is a device to detect and record where and what people look at and how long



DIGITAL
BRACELET



GSR monitors the heart rate, blood pressure, volume of the stress) providing data on the emotional effects



LAPTOP



iMOTIONS
BIOMETRIC RESEARCH PLATFORM

iMotions Core is the engine that allows the integration of the signals collected using the mentioned biosensors.

Neuralya integrates into one single platform biometric sensors and wearable technologies (eye tracking, facial expression, EEG, GSR/EDA) to calculate KPI to understand rational, emotional and instinctual reactions

TECHNOLOGY



EXECUTIVE SUMMARY

Neuralya Engagement Index (how engaging is my content)

Gaze Analysis (what catches their attention)

Key Metrics (Attraction, Retention, Motivation, Engagement, Excitement, Frustration)

ANALYSIS REPORT

Methodology and segmentation of the test panel

User Calibration Report

Emotion Analysis

Facial Expression Analysis (which emotions are visible)

Brain Tracking and GSR summary (what the respondents are feeling)

Heat Map & Area of Interest Analysis

USABILITY REPORT

Methodology

Usability results per task

Area of Interest Analysis

ACCELERATE

Result review

Action Plan definition

Test and roll-out

Conclusions



PREPARE

PERFORM

PROGRESS



WHO

Panel of respondents identification
Identify and recruit respondents
Identify the venue and agree incentives



COLLECT

Data collection on respondents
(each respondent will be monitored
and data will be stored)



REPORT

Report data via the Neu
portal (summary and
reporting, met



OUR PROCESS

Neuralya enables business transformation by measuring rational and emotional reactions to brands and by delivering a strategy that helps you grow your business.



WHAT

Brief and objective definition (i.e. user journey, ad optimisation, web page layout analysis, AOI analysis, brand review...)



HOW

Stimuli and task identification
(i.e. app, video, web pages,...)
Select the devices to use and define the calibration process



ANALYSE

Data Analysis
Trend identification and insights' highlights

OUR PARTNERS



"I was very impressed with the Neuralya product and team. I can see the huge potential that this tech has to impact the world of marketing communications. It will both help agencies and brands accurately analyse the full emotional response to their campaigns, as well as prove an excellent guide in agency creative development and pitching"

Stephen Maher, CEO of MBA and Chairman of The Marketing Society

WHY USE NEURALYA



SIMPLICITY

Simply and effective approach with low-cost technologies



RESEARCH

Certified and clinical quality observation



TECHNOLOGY

Best in class technology applied in a new field



SKILLS

Skills in systems integration and in wearable technologies



Gartner
Cool Vendor 2016

Why Cool: *“Qwince's Neuralya platform applies neuroscience principles to biometric signals collected through mobile and wearable technologies. It measures consumers' reactions to marketing stimuli, evaluating both conscious and subconscious reactions. By analyzing biodata that indicates people's emotions, Neuralya provides neuromarketing insights into implicit and autonomic drivers of consumer purchase behavior, preferences and attention.”*

“I was very impressed with the Neuralya product and team. I can see the huge potential that this tech has to impact the world of marketing communications. It will both help agencies and brands accurately analyse the full emotional response to their campaigns, as well as prove an excellent guide in agency creative development and pitching “
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